



# Cheers

## to Inventors Charlotte and Tom Santolli

BY LYNN BRUGGEMANN  
PHOTOS COURTESY OF  
CHARLOTTE AND TOM SANTOLLI



### 4.4 Miles

A new invention is born when someone desires to make something better.

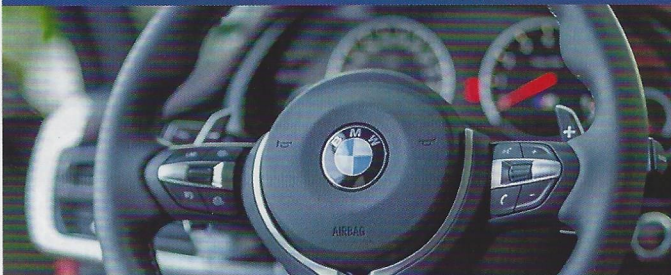
In 2015, Charlotte Santolli was shopping for wine and spirits when the bottles began clanging in her shopping cart.

"I looked around at other shoppers and saw bottles in the baby seat, bottles standing-up and then falling down when the shopper went into another aisle," said Charlotte. "Bottles were laying

# MotorWorksWest

**Independent BMW-Exclusive Specialist**

471 W MAIN ST • WYCKOFF, NJ

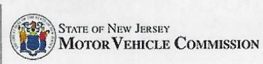


- BMW Factory-Trained Master Technicians
- Over 50 Years of Combined BMW-Exclusive Experience
- ASE-Certified

**MotorWorksWest.com**  
**201.847.8877**



NORTHERN NEW JERSEY'S ONLY  
INDEPENDENT DINAN AUTHORIZED DEALER



down in the cart and one person used an empty wine box for their bottles," She arrived home annoyed but with an idea.

"I told my husband Tom that there has to be a better way," said Charlotte. "Shopping carts had a place for a cup when you shopped - why not places for bottles."

The couple brainstormed concepts but shelved the idea for six months.

"We finally stopped talking and decided to get serious about this idea," said Tom.

In October 2019, they received a patent for the Wine & Cheer Cart.

The Wine & Cheer Cart contains a metal ring that lowers into the body of the shopping cart to hold 16 bottles including 10 wine, two handle and four magnum size bottles.

Wine & Cheer Cart was field tested at the Big Red Liquors chain in Indiana.

"The results were that people who used the cart stayed in the store longer, purchased more and there was less breakage of the bottles," said Charlotte.

The Wine & Cheer Cart is available at Super Cellars, Ridgewood; Ramsey Liquors and Shop Rite Liquors, Hillsdale and Lyndhurst. For more information visit: [www.wineandcheercart.com](http://www.wineandcheercart.com)



## Sweet Bacon Wrapped Asparagus

BY LYNN MURPHY

**1 package of bacon**  
**1-2 bunches of asparagus spears**  
**brown sugar.**

**Directions:** Wrap a piece of uncooked bacon around 2-3 asparagus spears (ends cut off). Sprinkle each bundle with brown sugar. Bake at 400 degrees for about 30 minutes or until desired doneness of bacon.

### If Your Water Is Not Perfect Call Superior Water Conditioning

#### New Technology in Water Treatment

Customized to solve individual or multiple water problems.

Hardness • Sediment • Acid • Iron • Bacteria  
 Sulfur • Taste • Odors • Chlorine • Lead • Arsenic



#### Soft Water Without Sodium

No More White Spots  
 Dry Skin • Soap Film • Rust Stains

Call or Visit Our Showroom For Your Free Water Analysis

[www.superiorwaterconditioning.com](http://www.superiorwaterconditioning.com) | [info@superiorwaterconditioning.com](mailto:info@superiorwaterconditioning.com)

201.891.8837 • 395 Franklin Ave. • Wyckoff, NJ 07481